COMMERCIAL ART
Design & Visual Communications

A program in the applied visual arts that focuses on the general principles and techniques for effectively communicating ideas and information, and packaging products, in digital and other formats to business and consumer audiences, and that may prepare individuals in any of the applied art media.

USOE
7/21/2008

DESIGN AND VISUAL COMMUNICATIONS

Levels: Grades 10-12
Units of Credit: Minimum 0.5
CIP Code: 50.0402
Prerequisite: None

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD   **Students will be able to understand commercial art orientation and**
500402-01   **job standards.**

OBJECTIVES
500402-0101   Demonstrate knowledge about the various kinds of jobs in the
               commercial art field and focus on local vocational opportunities.
               ▪ Cartooning/Animation
               ▪ Production art
               ▪ Illustration
               ▪ Sign design
               ▪ Commercial design
               ▪ Logo and Letterhead (Package design, display, corporate image,
                 advertising, etc.)
               ▪ Layout (Books, magazine, newspaper, etc.)
               ▪ Digital imaging and website design
500402-0102   Demonstrate a working knowledge of professional working conditions
               and standards.
               ▪ Knowledge of pay or salaries for local and national positions
               ▪ Types of jobs and opportunities locally and nationally
               ▪ Free-lance conditions
500402-0103   Performance standards
               ▪ Analysis of target audience
               ▪ Analysis and critique of current styles
               ▪ Analysis and use appropriate existing material i.e. clipart and stock
                 files.

STANDARD   **Students will be able to understand and demonstrate proper**
500402-02   **drawing techniques.**

OBJECTIVES
500402-0201   Plan composition through the use of thumbnail sketches. Use strategies
               to measure correct proportional relationships between paper and objects
               being drawn.
500402-0202   Relating the observed object being drawn and determine best placement
               on the page.

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500402-02<u>03</u>   Demonstrate expertise in drawing objects from observation
- Light Logic
- Demonstrate ability to recognize angles and draw them accurately.
- Demonstrate the use of measuring techniques to accurately record proportion.
- Demonstrate gesture, motion, and other expressive drawing strategies.

500402-02<u>04</u>   Demonstrate ability to relate three-dimensional objects to a two-dimensional picture plane.

500402-02<u>05</u>   Demonstrate ability to draw objects utilizing 1-point and 2-point perspective

500402-02<u>06</u>   Accurately draw circles and cylinders in perspective.

500402-02<u>07</u>   Demonstrate ability to accurately observe and draw foreshortening of the human form.

500402-02<u>08</u>   Be able to use overlapping to show depth.

500402-02<u>09</u>   Using value to create illusion of space.

500402-02<u>10</u>   Demonstrate strategies for using perspective as a tool of expression.

STANDARD   **Students will be able to understand and demonstrate proper**
500402-03   **typography techniques.**

<u>OBJECTIVES</u>

500402-03<u>01</u>   Identify and correctly use type from the 6 type families.
- Identify and correctly use old style letter forms.
- Identify and correctly use slab serif letter forms.
- Identify and correctly use sans serif letter forms.
- Identify and correctly use script letter forms.
- Identify and correctly use modern letter forms.
- Identify and correctly use decorative and novelty letter forms

500402-03<u>02</u>   Know and use the measuring units of typography
- Cap height
- Baseline
- X-height
- Point size
- Key size
- Picas and points

500402-03<u>03</u>   Know the vocabulary of typography
- Upper and lower case
- Ascender and Descender
- Regular and boldface
- Condensed and expanded
- Italic and cursive
- Font, text, type, and type style.
- Justified, unjustified, ragged left, and ragged right.

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STANDARD   **Students will be able to understand and demonstrate proper**
500402-04   **color/painting techniques.**

OBJECTIVES

500402-0401   Demonstrate a thorough knowledge of color theory.
- Light
- Pigment
- Transparent/opaque color

500402-0402   Demonstrate a working knowledge of color organization and the color wheel.
- Primary colors
- Secondary colors
- Intermediate/Tertiary colors
- Neutrals

500402-0403   Identify and organize color schemes.
- Monochromatic
- Complimentary
- Analogous
- Triadic
- Split-complimentary

500402-0404   Demonstrate a working knowledge of values and use them in project work.
- Value scale
- Tints
- Tones
- Shades
- Demonstrate expertise in aerial/atmospheric perspective.
- Using hue to create illusion of space.
- Using control of detail to create illusion of space.

500402-0405   Demonstrate a thorough knowledge of the dimensions of color.
- Hue
- Value
- Intensity/saturation

500402-0406   Demonstrate a working knowledge of warm and cool colors.
500402-0407   Be able to set up a basic pallet

STANDARD   **Students will be able to understand and demonstrate basic design**
500402-05   **principles.**

OBJECTIVES

500402-0501   Demonstrate an ability to recognize and utilize the elements of design.
- Line
- Shape
- Value
- Form

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- Texture
- Color
- Space

500402-05<u>02</u>   Demonstrate an ability to recognize and utilize the principles of design.
- Balance
- Emphasis/Subordination
- Rhythm/Repetition/Pattern
- Scale/Proportion
- Unity/Variety
- Contrast
- Movement/Directional forces

500402-05<u>03</u>   Composition

STANDARD
500402-06

Students will be able to understand and demonstrate safe practices.

<u>**OBJECTIVES**</u>

500402-06<u>01</u>   Understand proper ventilation
- Identify materials and techniques that require proper ventilation

500402-06<u>02</u>   Identify and use proper safety equipment

500402-06<u>03</u>   Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures if and accident occurs

500402-06<u>04</u>   Know how to access and read material safety data sheets

500402-06<u>05</u>   Participate in safety training and maintain a safe work area.

500402-06<u>06</u>   Report shop, environment, or safety equipment, problems, violations to the instructor.

500402-06<u>07</u>   Understand accident report procedures.

500402-06<u>08</u>   Clean and maintain an orderly work area.

500402-06<u>09</u>   Demonstrate an ability to verbally express and advertising campaign to a client.

<u>**COPYRIGHT AND LEGAL ISSUES**</u>

STANDARD
500402-07

Students will be able to define copyright and related terminology as identified in United States Code Title 17 Chapter 1

<u>**OBJECTIVES**</u>

500402-07<u>01</u>   Define copyright.

500402-07<u>02</u>   Other definitions
- Audiovisual works
- Computer program
- Copies
- Copyright owner
- Digital transmission
- Financial gain

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- Joint work
- Motion pictures
- Pictorial, graphic, and sculptural works
- Sound recordings
- Work of visual art

500402-07<u>03</u>   United States Code Title 17 Chapter 1 Section 101

STANDARD   **Students will be able to understand the development of copyright**
500402-08   **laws as identified in United States Code Title 17 Chapter 1**

OBJECTIVES
500402-08<u>01</u>   Berne Convention
500402-08<u>02</u>   Geneva Phonograms Convention
500402-08<u>03</u>   WIPO Copyright Treaty

STANDARD   **The students will be able to define and apply fair use guidelines.**
500402-09

OBJECTIVES
500402-09<u>01</u> Time limitations
500402-09<u>02</u>   Portion limitations
- Motion media
- Text material
- Music, lyrics, and music video
- Illustrations and photographs
- Numerical data sets

500402-09<u>03</u>   Copying and distribution limitations
500402-09<u>04</u>   Caution should be used when downloading material from the Internet.

PROFESSIONAL DEVELOPMENT

STANDARD   **Students will understand the need for professional development.**
500402-09

OBJECTIVES
500402-09<u>01</u>   Complete a personal inventory.
500402-09<u>02</u>   Set and meet goals.
500402-09<u>03</u>   Be self-motivated.
500402-09<u>04</u>   Know how to make decisions.
500402-09<u>05</u>   Know how to manage time.
500402-09<u>06</u>   Organize personal belongings and lab equipment.
500402-09<u>07</u>   Learn to communicate verbally.
500402-09<u>08</u>   Write effective communications.
500402-09<u>09</u>   Establish a personal reading program.
500402-09<u>10</u>   Develop effective work skills and attitudes.

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500402-09<u>11</u>*   Master a working knowledge of SkillsUSA.
- State the SkillsUSA motto.
- State the SkillsUSA creed.
- Learn the SkillsUSA colors.
- Describe the official SkillsUSA dress.
- Describe the procedure for becoming a SkillsUSA officer.

STANDARD   Students will understand the need for leadership skills.
500402-10

OBJECTIVES
500402-10<u>01</u>   Serve on a committee.
500402-10<u>02</u>   Prepare an agenda.
500402-10<u>03</u>   Assist in planning a meeting.
500402-10<u>04</u>   Review basic parliamentary procedure.
- Make a main motion.
500402-10<u>05</u>   Participate in a school project.
500402-10<u>06</u>   Attend a community meeting.
500402-10<u>07</u>   Practice effective speaking.
500402-10<u>08</u>   Present a three- to five-minute talk.
500402-10<u>09</u>   Implement a leadership project.
500402-10<u>10</u>*   Master a working knowledge of SkillsUSA.
- Describe the meaning of the SkillsUSA emblem.
- State the SkillsUSA pledge.
- Describe the duties of a SkillsUSA officer.

STANDARD   Students will understand the need for career planning.
500402-11

OBJECTIVES
500402-11<u>01</u>   Define your future occupation.
500402-11<u>02</u>   Survey employment opportunities.
500402-11<u>03</u>   Report on a trade journal article.
500402-11<u>04</u>   Explore opportunities for advanced training.
500402-11<u>05</u>   Conduct a worker interview.
500402-11<u>06</u>   Contact a professional association.
500402-11<u>07</u>   Explore entrepreneurship opportunities.
500402-11<u>08</u>   Give a talk about your career.
500402-11<u>09</u>   Review career goals.

STANDARD   Students will understand the importance of employability and
500402-12   work habits.

OBJECTIVES
500402-12<u>01</u>   Develop a list of work standards to follow at school and on the job.

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500402-12**02**   Evaluate your personal ethics.
- Evaluate your personal ethics against acceptable workplace ethics.

500402-12**03**   Build a job search network.
500402-12**04**   Find job leads.
500402-12**05**   Write a resume.
500402-12**06**   Create a job portfolio.
500402-12**07**   Complete a job application.
500402-12**08**   Write a business letter and memo.
500402-12**09**   Participate in an actual or simulated job interview.

* SkillsUSA PDP requirements - recommended.

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